

OUR 1879 OFFER

GODEY'S

GODEY'S BOOK

REDUCED

FROM \$3.00

To \$2 per Year!

ENTERED UPON ITS

49th YEAR, 98th VOL.

WITH THE JANUARY NO. 1879.

PLEASE READ this little Book and
see the good things we offer in

GODEY FOR 1879.

49th YEAR.

SPECIAL ANNOUNCEMENT.

OFFICE OF

GODEY'S LADY'S BOOK PUBLISHING CO. (LIMITED.)
1006 Chestnut Street.

Philadelphia, January, 1879.



WE greet our dear old friends with congratulations, and desire to present to their notice in this little booklet our splendid

Programme of Good Things,

provided for their entertainment and instruction during 1879. Notwithstanding the heavy outlay involved in the publication of our Book, and the meager profit afforded us even at the old rate of \$3 per year, we have determined to **reduce the price to \$2 per single copy per year**, and clubbing rates in proportion; believing that we shall thereby largely increase our circulation, and thus be remunerated for the decline in price.

We invite your attention to **page 15**, on which is given the **Literary Feast** in store for the readers of Godey's Lady's Book for 1879. In this connection we desire to say that this feast of good things is prepared expressly for the Lady's Book, at a large outlay to the publishers.

In our Prospectus for 1878, and immediately upon our purchase of Godey's Lady's Book from Mr. L. A. Godey, its distinguished veteran founder, who had spent almost a half century in its publication, we made sundry promises as to its then future conduct; and now as the year is approaching completion we confidently appeal to every subscriber to bear us out in the assertion, that each and all of those promises have been carefully and liberally kept. In this connection read Mr. Godey's Letter on last page of this little book.

We Promise that the present high standard of excellence shall be fully maintained, and as this is far in advance of all other American fashion magazines, we are sure our good old friends will ask no more. We intend to have nothing to do with the "chromo" or "premium" business in any shape, but to give every subscriber the full money value in the Book itself.

We Specially Request the help of every subscriber in extending our circulation. A few words to a neighbor or acquaintance, with your own copy loaned to them to examine, will do this. If our friends will help us in this direction, it will enable us to go on making our Book better and better each month.

Please Make the Effort at once, as we desire to have our subscription books as nearly perfect as possible with the issue of the January number, which will be ready for distribution by December 1st.

Very respectfully,

Your obedient servants,

GODEY'S LADY'S BOOK PUBLISHING CO. (LIMITED),
1006 Chestnut St.. Philadelphia.



GODEY'S STEEL PLATES

Determined to give to our subscribers the best Steel Plates that can be furnished in the country, we have engaged **Mr. F. O. C. Darley** to continue through 1879 to draw for us original designs, in his unsurpassed style. The illustrations of Scott's novels, given during 1878, each one designed by Mr. Darley, have given such universal pleasure, that we feel confident our readers will be more than gratified with the new series now in contemplation. We challenge competition in our steel plates, confident that they are not equaled by those of any magazine in the world.



Godey's Colored Fashion Plates

The Mammoth Colored Fashion Plate, which is a perfect guide to style, color, and fabric, will be continued in 1879, with every improvement suggested by Dame Fashion. In its preparation only the **latest** fashions are considered, and the greatest care is taken to give the newest tints in color, as well as the most novel styles of cut and trimming. Blondes and brunettes will each find what will suit their own style of face, and the draperies are adapted to the varieties of figure so that tall or short, slender or stout, all can be

suited, and find in the colored fashion plate what will be **becoming** as well as fashionable.



GODEY'S MONTHLY NOVELTIES

It has been, and will be, our constant aim to keep Godey's Lady's Book always in advance of all competitors in the number and variety of monthly novelties. In each department we aim at giving only what is **new** and **attractive**, keeping every number in advance, not only of all other magazines, but of the last Godey, striving to surpass even ourselves as the months roll along, bringing their freights of novelties of every description. During 1879 we have arranged for the newest and freshest varieties of every article comprised in our various departments—employing artistic ladies to produce original designs, and having our engravings made from the finished article itself. Full and very simple directions are always given for the reproduction of any article.



GODEY'S FASHION DESIGNS

In addition to our Colored Fashion Plate, we shall continue to give every month the **newest styles** in various articles of dress for **ladies** and **children**,

wraps, sacques, bonnets, head-dresses, jewelry, morning dresses, neck wear, infants' robes, children's costumes in great variety, combs, fans, whatever is newest and most attractive in imported goods or home manufacture. We shall select for full purses, and also for those to whom **economy is an object**, showing them how to combine beauty, fashion and strict economy at the same time; so that by following our directions our subscribers can always be handsomely attired, at trifling cost.



The Diagram Patterns, which enable every lady to be her own dressmaker, will be continued **in each number** during 1879. This will give nearly double the number of patterns we gave in 1878. They are given in full size for the garment intended, and have no confusion of lines, each one being distinctly printed upon a large sheet, and easily understood even by inexperienced seamstresses. Each diagram has also an illustration of the garment when made up, and clear, practical directions for the sewing and trimming. During 1879 we shall give our readers attractive novelties for garments both for ladies and children, thus saving many the expense of dressmakers. We are organizing a **Cut Pattern Bureau**, details of which will be duly announced, and which will afford many advantages to the subscribers of Godey's Lady's Book.



In our Literary Department we shall continue to employ the best talent, giving to our readers every month a choice collection of prose and poetry. Our stories are always interesting, strictly pure in tone, and while we make selections from the best rising talent of the day, we shall also continue to put before our readers the contributions of well-known authors, and those who have long been favorites with our subscribers. The Magazine for 1879 will contain sparkling stories, choice poetry, information on all subjects interesting to ladies, more especially for our readers who are house-keepers and mothers.



In the Juvenile Department for 1879 the little folks may expect novelties written especially for their amusement and instruction. Our illustrated fairy stories will be continued, and new games and puzzles given each month, while we are also preparing other good things to interest children, **and aid mothers** in their task of keeping young minds active and little fingers usefully employed. The success of this new

department during 1878 encouraged us to give added effort to make it unusually attractive during the next year.



GODEY'S WORK DEPARTMENT

The Work Department will continue to present each month the most beautiful designs for fancy work of every description, selected from the novelties constantly imported and sold in the large emporiums for work of this description. Never has the rage for fancy work been greater than at present, and the varieties constantly offered are endless. From these our readers will have most careful selections, every article being accompanied by such clear directions as are invariably given in this department of the Lady's Book. Our colored patterns will be continued during 1879.



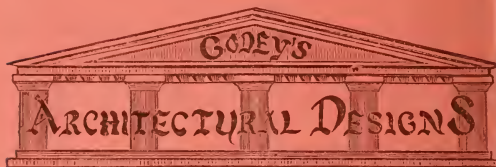
GODEY'S CHIT-CHAT ON FASHIONS

The Chit-chat on Fashions, so long a most popular feature in the Lady's Book, will still be contributed by our talented fashion editress, who gives in this

brief and pleasant reading, the result of careful study of all fashion's caprices, hints to the economical as well as full scope to the extravagant. From the dainty bows upon the newest style of bonnet to the shape of the tiny boot heel, the readers of Godey will find in the Chit-chat full and clear descriptions of what is worn and to be worn in the large cities, and what are the latest Paris and London styles, and American adaptations. Our Paris and London correspondents will keep us early advised of all new fashions, so that this important branch of our Book shall continue to be standard authority on the question of what to wear.



For many years the Parlor Charades and Dramas given in the Lady's Book were a special and distinctive feature of that Magazine. Their great popularity has tempted some of the contemporary periodicals to attempt a weak imitation, but we have arranged to still furnish our readers with the best, by talented writers. The constant demand we have for the numbers containing these popular plays, proves to us that a series of new ones must be acceptable. They will still be written exclusively for **parlor** performances, without troublesome or expensive scenery or dress.



The Architectural Designs, which have for years been so popular a feature in the Lady's Book, will be continued in 1879, by the best architects. New plans, which will combine beauty of design, all modern conveniences of detail, uniformity of ornamentation, and artistic grace, are in preparation, and all who contemplate building or alteration of homes should consult our designs. We have taken the lead in this department for many years, and we shall employ the most artistic and practical talent to continue this series of illustrations and directions.



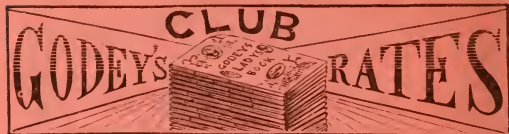
The readers of the Arm Chair will find in 1879 the usual variety of good things contributed to that department. The author of the valuable "Hints on Home Adornment," will continue to give her papers upon various styles of decorations, both for the house and ornamental articles, enabling those who are far

from large stores to utilize the materials under their hands, and convert unsightly furniture and ornaments into articles of artistic beauty. The directions are always given in simple language, and so clearly that they can be easily followed even by inexperienced workers. A thing of beauty is a joy forever, and when the home is adorned by beautiful novelties, which are the results of home labor, there is always a fresher charm in their contemplation than if the same were purchased from stores.



Godey's Budget of Recipes

In our Recipe Department we feel sure of giving pleasure and practical information to all the housekeepers who refer to the Lady's Book for a guide to the best table. Every recipe is **tested** before publication; they are in a novel form, whose convenience is apparent at a glance, as each ingredient is given in a table, enabling the housekeeper to collect them all without having to read the recipe over and over to pick them out. The directions follow this table, in clear type, so that the book can be propped upon a table, and easily referred to while the ingredients are mixed together. We aim to help the housekeeper to get the very best results from the least outlay.



Vols. 98-99.

49th Year.

GODEY'S LADY'S BOOK.

LOOK! REDUCED FROM \$3

TO \$2 PER YEAR.

Subscriptions can begin at any time. Back numbers can be supplied.

Read our Low Club Rates, and then tell all your friends about them. We want every lady in America to subscribe to the Lady's Book for the year 1879. Send for a specimen copy of Godey. When you have received and read it, show it to your friends. You will have no trouble to get up a club for the Lady's Book at these low rates.

Godey's Lady's Book Always the Leader.

For nearly a half century the Lady's Book has been published, and in all that period, through "good times" and through "bad times," through bank infla-

tions and bank contractions, through prosperous seasons and through panics, the Lady's Book has been regularly issued every month and mailed to its thousands of subscribers with clock-work regularity. Its proprietors therefore point to the past as an unfailing index of the future. We mention three good reasons why the reading public should subscribe for Godey: 1st. It is superior to any other Magazine. 2d. It is cheaper than any other Magazine of equal merit. 3d. It will be certain to come when paid for. Special Clubbing Terms with other publications furnished on application.

TERMS FOR 1879.


(POSTAGE PREPAID.)

One copy, one year	\$2.00
Two copies, one year	3.80
Three copies, one year	5.40
Four copies, one year	6.80
Five copies, one year, and an extra copy to the person getting up the Club, making six copies	9.60
Eight copies, one year, and an extra copy to the person getting up the Club, making nine copies	14 25
Ten copies, one year, and an extra copy to the person getting up the Club, making eleven copies	17.00
Twenty copies, one year, and an extra copy to the person getting up the Club, making twenty-one copies	31.50

HOW TO MAKE UP A CLUB.

First, send for a specimen copy, which will be sent free on application.

Take the Magazine among your friends and show it to them, and get as many names as possible to your list. Then divide the cost. For instance: you get eight names, and each one pays at the rate of about \$1.78 (making say \$14.25 for nine copies), you will thus get a copy free for your trouble. Or you can divide the amount among the nine names, which brings the cost to \$1.58 each, thereby getting the best Lady's Book published for the small sum of One Dollar and Fifty-Eight Cents. Every lady can raise a club if she will only try, and a little effort on the part of our friends will swell our circulation to 150,000 copies.

 Money for Clubs must be sent all at one time. Additions may be made at Club rates. The LADY'S BOOK will be sent to any post-office where the subscriber may reside, and subscriptions may commence with any month in the year. Back numbers can always be supplied.

HOW TO REMIT.—Get a Post-office Money Order on Philadelphia, or a Draft on Philadelphia or New York. If neither of these can be had, send Bank Notes in a registered letter.

Address,

GODEY'S LADY'S BOOK PUBLISHING COMPANY (LIMITED.),
1006 Chestnut Street,
PHILADELPHIA, PA.

A FEAST OF GOOD THINGS.

We have completed arrangements with **Christian Reid**, Author of "Valerie Aylmer," "Morton House," "Mabel Lee," "Nina's Atonement," "Daughter of Bohemia," "After Many Days," "Bonny Kate," etc., etc., to write especially for Godey's Lady's Book a serial novel, entitled

"A GENTLE BELLE,"

The opening chapters of which will appear in the January number for 1879. The great popularity of this author has made the name familiar to all lovers of literature, and this, her latest, is also her best work.

Subscribe in time to secure the opening chapters.

In addition to this, we shall also give, during the year, a second serial novel, by **Marian C. L. Reeves and Emily Read**, authors of "Ingrenisco," "Wearithorne," "Old Martin Boscawen's nest," "Aytoun," "Two Hundred Years Ago," etc., etc., a most charming and interesting story, entitled,

"A ROSEBUD GARDEN OF GIRLS."

Our short stories will be written by the most talented writers in the country. Amongst these are

Auber Forrestier,	Chas. C. Royce,
Margaret B. Harvey,	"Sphynx,"
Lucy W. Fletcher,	Estelle Thompson,
Louise Stockton,	H. D. Miller,
Thomas Meehan,	L. A. Churchill,
Augusta De Bubna,	R. C. V. Meyers,
Marion Couthouy,	Thos. A. Janvier,
Thos. S. Collier,	Mary E. Nealy,
Alleyne Barry,	Clara F. Guernsey
Harriet B. McKeever,	S. A. Sheilds,
Jessie E. Ringwalt,	C. A. Merighi,
E. T. Corbett, and many other popular authors.	

Letter from L. A. Godey, Esq.,
The Veteran Founder of Godey's Lady's Book.

Philadelphia, Sept. 16th 1878

We published Godey's Lady's Book 47 years, and were vain enough to suppose, that nothing could equal our efforts. December, 1877, was our last number. The present publishers commenced in January, 1878.

Look at the book for that year, and see what a difference Young America, young blood can show.

Everybody who has been favored with those numbers must pronounce it the most perfect Lady's Magazine published in this or any other Country,

L. A. Godey